

File

Wells, Rich, Greene, Inc. / 9 West 57th Street at 5th Avenue / New York, N.Y. 10019

April 28, 1986

Mr. Herb Foster
Philip Morris Inc.
120 Park Avenue
New York, N.Y. 10017

RE: Dunhill "Concorde" Photography

Dear Herb:

This letter stipulates the particulars of our agreement to let Steve Krongard use alternate Concorde photography in an American Express direct response brochure for the Platinum Card.

In regard to usage of the Concorde photo:

- Transparency of Concorde (card attached) is to be used by American Express Platinum card for a direct response brochure and will not be used for any other purposes or projects.
- The shot to be used was an alternate take to the Concorde shot used by Wells, Rich, Greene for Philip Morris in a Dunhill ad (see attached slide).
- It is agreed that no reference or mention of Philip Morris or Dunhill will be made by American Express.
- In addition, it is agreed that this photo is not to be used nor placed in conjunction with any other tobacco related copy.

Based on observing the conditions outlined above, we have given the photographer, Steve Krongard, the permission to release the specified Concorde photography.

Sincerely,



Irene Cyprus

IC:smd

CC: S. Krongard

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